



# City of Fort Bragg

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## Meeting Minutes Special Meetings

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Tuesday, December 12, 2023

9:30 AM Town Hall, 363 N. Main Street and Via Video Conference

Teleconference Location:  
344 N. Barnes St. Ukiah CA 95470

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### Visit Fort Bragg Committee

#### MEETING CALLED TO ORDER

Chair Albin-Smith called the meeting to order at 9:35 AM

#### ROLL CALL

**NOTE: Co-Chair Marcia Rafanan arrived via webinar at 10:07 AM.**

**Present:** 5 - Tess Albin-Smith, Alison DeGrassi, Debra DeGraw, Marcia Rafanan and Barbara Bruce

**Absent:** 3 - Jason Hurst, Lia Morsell and Jamie Peters-Connolly

#### 1. APPROVAL OF MINUTES

- 1A. Approve Minutes of July 11, 2023  
approved for Council review
- 1B. Approve Minutes of August 8, 2023  
approved for Council review
- 1C. Approve Minutes of October 10, 2023  
approved for Council review
- 1D. Approve Minutes of November 14, 2023  
approved for Council review

#### 2. PUBLIC COMMENTS ON NON-AGENDA ITEMS

Public comment made by Ron White.

#### 3. CONDUCT OF BUSINESS

- 3A. Receive Update from Idea Cooperative on Visit Fort Bragg Efforts

Representatives from The Idea Collective, Tom Kavanaugh and Melissa Holberton, presented the current update on the Visit Fort Bragg efforts and social media traffic. It was reported the Gift Guide did not receive as much attention as other projects, but users overall increased

substantially over the past months. The first half of the 2024 year will showcase events including: Restaurant Week, Whale Fest, Wine Walk, Beer Fest, Fort Bragg Mountain Biking, Fort Bragg stories, Book Early, Mendocino Film Festival, among others.

Public Comments: None.

Discussion: Discussion amongst committee members ensued with considerations to add a reason prompt for people who unsubscribe. Committee member Barb Bruce said she would begin conversations with some of the local merchants to discuss the feasibility of tracking Gift Guide sales in order to promote its effectiveness and encourage participation.

**3B. Receive Oral Update From VFB Special Events Subcommittee**

Administrative Analyst, Cristal Munoz thanked all participants and volunteers for the Winter Wonderland event and the committee members acknowledged Cristal's efforts in making the multi-faceted event successful.

Public Comment: None.

Discussion: Co-Chair Marcia Rafanan suggested having a best house decoration award in the future. Committee Member Alison DeGrassi stated Ukiah had developed a successful model for "People's Vote," city sponsored house decorating event that could provide ideas and implementation.

**3C. Review Visit Fort Bragg Membership Status Application and Direct Staff to Publicize the Open Seats and Application Materials to Appoint New (or Returning) Members in January 2024**

Administrative Assistant, Cristal Munoz notified committee members that there are three (3) open seats for the Visit Fort Bragg Committee for which there are applications along with protocols posted on the City website. Munoz also announced that committee member Jason Hurst has decided to step down from the committee. Munoz also announced she will be obtaining quotes in regard to expanding the holiday street decorations next year.

Public Comment: None.

Discussion: None.

**4. MATTERS FROM COMMITTEE / STAFF**

**ADJOURNMENT**

Chair Albin-Smith adjourned the meeting at 10:25 AM

\_\_\_\_\_  
BERNIE NORVELL, MAYOR

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DIANA SANCHEZ, City Clerk

IMAGED (\_\_\_\_\_)